

## British Film Rentals Defrosted

### \$500 Limit Set On Renovations

The newest construction regulations issued by Ottawa, No. 13, have reduced the maximum cost allowed for theatre construction, alterations, repairs or the installation of equipment or machinery undertaken without a licence to from the former amount of \$5,000. The order was issued by C. Blake Jackson, Controller of Construction, under the authority

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### Tag Features With Leaders

Canadian distributors will be asked to attach a 12-foot leader carrying a patriotic message to every new feature handled by them. The reader will deal with the buying of War Savings Certificates, bonds, etc., and boost whatever drive is current. So far only 35mm. reels will be affected.

The National Film Board made the request to Col. John A. Cooper,

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### Mills Is Partner In Kitchener House

Lloyd M. Mills, for some years a supervisor of 20th Century Theatres, has tendered his resignation to N. A. Taylor, president of that company. Mills took himself off the company's executive roster so that he can assume charge of the Century Theatre, Kitchener, Ontario, in which he has acquired a partner interest.

The Home Office executives and employees of 20th Century Theatres tendered Mills a surprise going-away party last Friday, as he left immediately to take care of his new interests.

He was well-known and will be missed on the road.

### Thawed-Out Coin Jingle-Jangles Back to Hollywood Budgets

Hollywood will soon have a transfusion of financial blood. The USA Treasury Department and the British Exchequer have agreed that frozen film rentals in England should be thawed out to the extent of \$50,000,000. This sum represents three years' rentals and will be returned to the different companies.

### Victory Loan Uses 'Moscow Strikes Back'

Esquire's Russian film, "Moscow Strikes Back," could be called the official film of the South Waterloo National War Finance Committee. The organization is using stills and the title for its advertising.

Copy reads "You Can Strike Back With Victory Bonds."

The film was shown to all salesmen before they started out for inspiration purposes.

Ever since Britain blocked currency the question of releasing frozen rentals has brought many ayes and some nays. In spite of constant pleas the coin was loosened in dribs and drabs for a long time. In the last year, however, the Exchequer has been more liberal.

One Canadian movie columnist recently attacked the American companies because of their re-

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### Bonding the Vulture

Today the blood-stained Vulture called Fascism nests on part of the world and throws its grim shadow over the rest. That nest is lined with the bones of its victims—the non-combatants, the innocents, the men and women who fought bravely against it—and those drugged by false glory and blinded by lies who served its cruel, insane purposes.

Its claws and beak have brought death and slavery to millions, its lethal breath has robbed man of nature's bounty and ruined his achievements, its spit has poisoned the wells of knowledge. It has ripped to shreds every emblem of the freeman that came within its reach, wiping out ideals and substituting hate and murder.

Men and women today are serving the greatest cause in the history of Civilization by making a stand against the Vulture. In the conquered lands the friends of Liberty are scorning life itself to spread secretly the antidote to its poison. In countries still free others are uncovering its eggs or crushing its vicious brood.

At Stalingrad today the Vulture is being fought to a standstill. Its feathers are being jerked out and the shrieks of rage re-echo from Rome, Berlin and Tokyo. Those hideous tones are part of a growing dirge of defeat. To us they are part of a distant song of victory.

The good earth of a free world will be richly fertile in

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### Nova Scotia Allied Meets

Speaking at the annual meeting of the Allied Exhibitors of Nova Scotia, which body had just re-elected him as its president, W. H. Cuzner, veteran Independent exhibitor, advised the members to join wholeheartedly in all affairs dealing with the needs of their localities.

"Our future," he said, "will be measured not by our individual

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### Filmites Greet Broidy, Thomas

A large and representative crowd of Canadian motion picture executives turned out to greet Steve Broidy, vice-president and sales manager of Monogram, and Harry Thomas, Eastern sales manager, at a luncheon given in their honor at the King Edward Hotel, Toronto, last Friday afternoon. Executives of every phase of the industry played hookey

(Continued on Page 3)

### Art Arthur Heads Hollywood Canteen

Art Arthur, Paramount scenarist, who, as an ex-Toronto newspaperman, is well-known in Canada, heads Hollywood's new Canteen. All the stars make appearances on the floor, in the kitchen, etc., before the 2,000 servicemen the place holds.

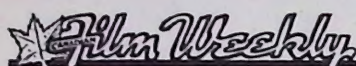
### Tom Mix's 'Tony' Dead

Tony, the horse that became famous with Tom Mix, died in Hollywood last week at the age of 40. He has been in pasture since Mix died in an automobile accident and was chloroformed when he became hopelessly sick.

**'FLYING TIGERS'  
HOLDS OVER**

Republic's first top production for the 1942-43 season, "Flying Tigers," is a smash hit everywhere. Holdovers were registered at Canada's leading theatres, among them the Uptown, Toronto; Palace, Hamilton; Vanity, Windsor; and Odeon, Kingston. Buy Republic now for good things. Coming—Hit Parade of 1943," starring John Carroll, Susan Hayward and others.





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HYE BOSSIN, Managing Editor

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## Bonding the Vulture

(Continued from Page 1)

time to come, irrigated by the blood and strengthened by the bones of brave men from whatever place Liberty maintains one last, hidden shrine.

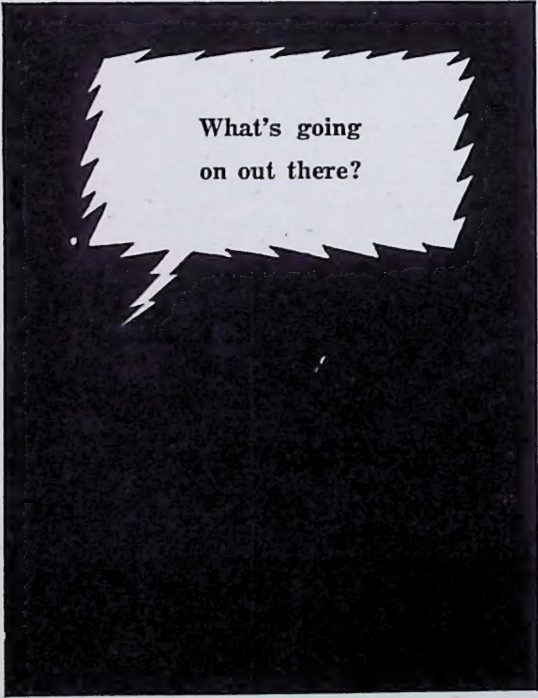
We are dulling its claws. We can break them. We are blunting its beak. We can muzzle it. We have defended ourselves until now. Soon we will attack. We can kill the Vulture.

But not with small means. Not with the desire alone. We must not let distance interfere with the realization of what we have to defend and what we need to defend it. We must not let the absence of gunfire around us and death on our doorstep becloud our senses.

Money makes bonds. Bonds make bombs. Bombs mean Freedom. Plainly stated, the issue is Bonds versus Bondage. Which do you prefer? We know—but your preference isn't enough. Prove it by buying Victory Bonds.

Others are giving up their lives. You are asked to give up part of your income. Don't pile it up for the Vulture and make its task easier.

## Don't Be in the Dark!



What's going  
on out there?

Read



VOICE of the CANADIAN MOTION PICTURE INDUSTRY

## Nova Scotia Allied Meets

(Continued from Page 1)

prosperity, but by our individual contribution to community welfare, and not in cash, but in effort."

Mr. Cuzner encouraged participation in war and philanthropic activities during a discussion which revealed that now more than at any time in the history of the industry theatres in each community are the centre of activities, and that managers are being drawn into their rightfully important place in local doings of every kind.

The Nova Scotia Allied is made up of exhibitors of every classification, a manner of organization which yields greater harmony among exhibitors than exists in other parts of the Dominion. In Ontario, for instance, exhibitors are sharply divided in policy and groups and in an attempt to bring them closer together a new body was recently formed, the Motion Picture Theatres Association of Ontario, which will include both Independent and circuit showmen.

Because of the general nature of its membership the Nova Scotia Allied was able to develop and operate its own conciliation board, which was quite successful in solving the problem of competition with the Maritimes section of the industry. The board has, of course, become inactive since the introduction of theatre and film control by the government.

Exhibitors of Canada's easternmost province, working through the Allied organization, have played a great part in the industry's contribution to the war effort. In the national motion picture drive to increase the purchase of War Savings Stamps last year Nova Scotia exhibitors were at the head of the list in per capita collection of funds.

A friendly relationship exists between the Allied Exhibitors of Nova Scotia and the Censor Board of the provincial government. At the dinner which followed the business session C. H. Bennett, chairman of the Nova Scotia Board of Censors, was the guest of honor. The meeting took place in Halifax.

The entire slate of Allied officers was re-elected to office for another year, including W. H. Cuzner, Independent, president; M. E. Walker, Independent, vice-president; T. J. Courtney, of Odeon, as secretary-treasurer. The Working Committee of Allied, which functions upon demand throughout the year, again listed A. J. Mason, Independent, as chairman; R. S. Roddick, Famous Players, as secretary; with consulting members, M. E. Walker, F. Sobey, N. W.

## USA's Iced Coin Jingle Jangles

(Continued from Page 1)

quests for release of tied-up rental monies. The boxoffice boom has blinded some to the importance of fresh money annually for production purposes, these people thinking that the American return is enough to finance the companies' new schedules. The British Exchequer has come to recognize the importance of overseas revenue to Hollywood. When RKO proved recently how much its British rentals meant, the Exchequer released \$2,000,000 to the company.

It must be remembered that the foreign market, which gave Hollywood about half of its boxoffice returns, has almost vanished. Big theatre business in the USA, added to that of the countries still free, has gone a long way towards making up losses caused by the Axis.

It is the structure of the film production industry which makes all rentals important. A company may have had a big year and draws upon its profits to launch the next year's program. If the program of that year falls down (which is easily possible in a business that depends on the whims of the public) the company's position becomes uncertain. One or two more minor seasons and the position is precarious, causing financial reorganization. This is more quickly true in the case of smaller companies, who rely greatly on the immediate return of overseas rentals.

The annual yield of film rentals has been broken down into figures and percentages allocated to each country. Hollywood's financial activities are based on these figures and the failure of any country to match its percentage means adjustment to meet the situation.

Canada, for instance, provides from three to four per cent of Hollywood's total take from the world market, which, in cash, means something like \$13,000,000 annually. The British market is expected to bring 22 per cent of the something-like \$400,000,000 world total.

Apparently the unfreezing of rentals means that the British government recognizes the essential nature of Hollywood in relation to the war—a follow-up of its policy of giving preference to its own motion picture industry and a recognition of the USA's similar attitude at home.

Canada has not yet followed this line of thought.

Mason and a new appointee, Gordon Spencer of the F. G. Spencer Company, which operates a number of Independent theatres in Nova Scotia, New Brunswick and Prince Edward Island; Spencer being classed as an Independent.



## \$500 Limit Set On Renovations

(Continued from Page 1)

of the Honorable C. D. Howe, head of the Department of Munitions and Supply.

Among those hit hard by the new order are the equipment houses, all of which have had considerable difficulty up till now because of priorities. They will have to concentrate on maintenance only. The sound equipment firms are affected particularly. They may not install new projection machines and many of the articles or parts used for replacements exceeded the \$500 limit in cost.

At present no new theatre may be opened in the Dominion. The government has made allowance in serious cases, such as the Classic Theatre, Quebec City, which was burned out. In this case a permit was granted for the spending of between \$25,000 to \$30,000 for rehabilitation of the premises.

Certain theatres, located in war work centres, have been permitted to enlarge their seating capacities to meet the need for recreation by increased populations. One such house, in Quebec, recently reopened, its 400 seats having been boosted to 1200.

Many theatres have had renovations and alterations made under the \$5,000 limit in an endeavor to last out the war without breakdowns. The new order will reduce exterior and interior changes to a minimum.

## With Leaders Tag Features

(Continued from Page 1)

Canadian Motion Picture Distributors Association, through Bob Eves.

The idea, which is being used in the USA right now, will be in effect for the duration.

The National Film Board will send a positive to the distributors for screening and a negative each to Associated Screen News and Film Laboratories of Canada every week.

Pictures in circulation will not be affected. Each new one, however, will carry the leader.

## FOR SALE

Two Cyclex Lamps, complete with generator and rheostats in first-class condition

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CANADIAN FILM WEEKLY



## The Chronicle Kicker—Number One

Dear Editor:

I never read your stuff but this dope, Tap Keyser, who does a column and who is supposed to know all about movie biz has this to say about Lew Lehr: "He made popular the phrase, 'Monkeys are the funniest persons.' It should read, 'Monkeys is the cwaziest people.'"

Whatsa matter, don't he read what he writes or does he try to write and watch a screening at the same time? Maybe he's trying to do too much, he reminds me of the blood donor who volunteered 5 times in 1 week. He was overdrawn at the blood bank.

By the way, how come other outfits are giving away encyclopedias with every subscription? If I can't get at least an Esquire with the next issue please cancel my subscription to your rag.

CONSTANT Reader

\* \* \* \* \*

## Number Two

Dear Hye:

I just got the picture taken at the 20th Century Theatres banquet, at which you were present, and I have a just complaint to make.

If you'll notice, both my two brothers and myself were partly hidden. As far as my ugly mug and bald head are concerned, I don't give a darn. But I'm putting up a fight for my two handsome brothers, Abe and Lou Polakoff. Each has a head of hair any man would be proud of. Why should they be placed in a position where they are not in full view?

But then, why should I burden you with this grave error on the part of the photographer?

Sincerely, JOE

\* \* \* \* \*

## Number Three

Now that President Roosevelt may order that the iron fence around the White House be replaced with a wooden one, there may be another revival of the campaign to dig up and melt down the fancy grillwork that surrounds Osgoode Hall. That fence has kept the people off the lovely lawns of Justice for many years.

Right now, with the salvage campaign coming up, the need of metal for munitions provides a good argument. True, the iron girdle gives the place some Old Country character. But the House of Commons, Westminster Abbey and the British Museum had much more of that than Ontario's main legal pile.

Their ancient appearance has been sacrificed to freedom. The surrender of the Osgoode Hall fence may save our edifices a similar fate.

HYE

\* \* \* \* \*

## Number Four

There is one irritating factor in connection with "Grand Central Murder." The credit should have said it was produced by Metro-Coca-Cola. The principal character drinks endless bottles of the well-known beverage, and, in case you miss the distinctive shape of the bottle, they give several close-ups of the empties for no apparent reason except for the fact that if the beverage concern didn't pay most of the cost of production somebody got badly gypped. Advertising plugs on the screen have been kept to some degree of subtlety in the past, but this is a flagrant breach of the unwritten understanding between audiences and theatre owners. When movies start interlarding their entertainment with "commercials" they must be prepared to give the entertainment free, the same as the radio does.

ROLY YOUNG

(Movie columnist of the Toronto Globe and Mail)

## Filmites Greet Broidy, Thomas

(Continued from Page 1)

from their desks to join in Oscar Hanson's welcome to his new associates and old friends. Hanson, in partnership with Arthur Lee of New York, recently acquired the Monogram franchise in Canada.

Broidy predicted that the new restrictions on production and raw stock, added to the decline in the number of technicians available, would, with increased effort on the part of Monogram, bring the quality of the company's pictures much closer to those that will be offered by the major studios when the present backlog has been used up.

He took time to thank Regal executives for their splendid handling of Monogram in the past, when the company needed their support most. "Though money is sometimes short, there is no monopoly on brains," he pointed out. "We are spending more money than ever and I believe that future Monogram films will surprise you."

Harry Thomas, whose Eastern division territory includes Canada, was suffering from a leg injury and did not speak, though he was introduced.

The Hon. J. Earl Lawson acted as toastmaster. He introduced the Hon. Robert Laurier, Minister of Mines, who, in the absence of Premier Hepburn, welcomed the visitors, praising Canadian-American friendship and the motion picture industry.

Others who spoke were Mr. Rainie of the YMCA War Services; Nat Taylor, president of 20th Century Theatres; Roly Young, columnist of the Toronto Globe and Mail; Haskell Masters, Empire-Universal; Morris Stein, Famous Players; Barnett Laxer, president of the Independent Motion Picture Exhibitors of Ontario; Simon Meretsky, Windsor; Paul Nathanson and Oscar Hanson.

Broidy expressed pleasure at the quality of Canadian hospitality and the good fellowship in the industry.

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STARRING **LESLIE HOWARD**

**"ONE OF OUR AIRCRAFT IS MISSING"**  
The picture the boys in England are writing home about—  
starring **ERIC PORTMAN**

**6  
MONEY-  
EARNING  
WINNERS**

**"SALUTE JOHN CITIZEN"**  
(The English Mrs. Miniver)

**3 MOTHER RILEY  
PRODUCTIONS**

**"OLD MOTHER RILEY IN BUSINESS"**

**"OLD MOTHER RILEY'S GHOST"**

**"OLD MOTHER RILEY JOINS UP"**

**"THE LADY from LISBON"**

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*This picture is a must for every exhibitor in Canada. It shows the indomitable Russian army in action. As timely as today's newspaper. These pictures show why the Russians are able to stand off the Nazi hordes. "Red Army" is exploitable and a natural for the boxoffice!*

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# DIGEST of REVIEWS

## YOU CAN'T ESCAPE FOREVER (Vitagraph)

This unoriginal newspaper yarn is big-named with George Brent, Brenda Marshall, Gene Lockhart and Edward Ciannelli. It has a good chase, nice comedy and able support from Roscoe Karns, Paul Harvey, Joseph Downing and others. Story deals with a reporter doghoused by his boss who is penalized by being saddled with the lovelorn column. He squares himself by running down the mob.

## SEVEN SWEETHEARTS (Regal)

MGM has had considerable luck with its No. 2 musicals. Most of them have turned out to be natural, unpretentious and highly entertaining. This is another example of the same. The story has a bit of novelty. The background is a Dutch settlement in the USA. Van Heflin, a rising star, these days, is the reporter covering the annual tulip festival who falls in love with Kathryn Grayson. She's one of seven daughters of a grumpy Dutchman who wants them to marry in the order of their ages. She is the youngest. Other players are Marsha Hunt, Cecelia Parker, Peggy Moran, Diana Lewis and other fresh young faces.

## BERLIN CORRESPONDENT (20th Century-Fox)

A thrill-loaded story of espionage within Germany and a battle of wits with the Gestapo. Virginia Gilmore, Dana Andrews, Mona Maris, Sig Rumann, Kurt Katch and others.

## FOREST RANGERS (Paramount)

A beautiful Technicolor film that makes the most of the colors of forest and flame. It's about a girl who runs a lumber mill and a firebug. There's some music to support the great cast. Fred McMurray, Paulette Goddard, Susan Hayward, Albert Dekker, Lynne Overman, Eugene Pallette and Regis Toomey.

## ORCHESTRA WIVES (20th Century-Fox)

Surefire for the jitterbugs and the lovers of swing. All about the troubles of an orchestra. Glenn Miller and his boys are the draw here. Good names make it strong—George Montgomery, Ann Rutherford, Cesar Romero, Lynn Bari, Carole Landis and a host of others.

## MY SISTER EILEEN (Columbia)

One of the season's crack comedies. It's escapist. Rosalind Russell, Janet Blair, George Tobias and Brian Aherne play well in the course of this wacky comedy of Greenwich Village life.

## THEY RAID BY NIGHT (PRC)

The Commandos, boys. This presentation of their work has plenty of thrills and some good names. Lyle Talbot, June Duprez and Victor Varconi should draw the district fans, who won't be disappointed.

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Frank Meyers, Manager

## What Did You Do?

**B**ILL CUPPLES of the Grand, Sudbury, put out a sidesplitting gag when he decorated the marquee with a pair of old fashioned corsets, complete with laces and steels. Copy told the passing public how these corsets burst completely out of bounds while watching the Laurel and Hardy comedy, "Great Guns." It's a sad world when a girl can't even trust her own corsets.

**M**AX PHILLIPS of the Regent, Sudbury, built a rustic set-piece with hillbilly atmosphere for "Joan of Ozark." He sold Canova and Brown as a great Thanksgiving treat.

**L**EO COYLE of the Granada, St. Catharines, collected 2,500 lbs. of rubber after a grand salvage drive show at his theatre. The show was given advance publicity in every school in the city and was also given several spots on the air by a local radio station.

**T**HE Centre Theatre, Chatham, which is managed by Harland Rankin, took a very active part in the recent War Savings Drive. Sixteen girls appeared on the stage twice each week with a Basic Training Band presentation, which brought very favorable comment.

**P**RESTON SALTER of the community Theatre, Hamilton, had yellow and blue cards distributed to one of the colleges in that city. The cards read "Free admission if you find the boy or girl with the corresponding number." The blue cards were given to the oops and the yellow cards to the girls. It sure got a lot of them talking.

**S**TEVE McMANUS, manager of the Bayview, Toronto, has a smart ARP display in his lobby. The local ARP gave the Bayview a boost on its coming attractions. In an endeavor to locate rooms for war workers of the district, Steve has also tied up publicly with the YWCA.

**A** special screening was arranged for the Chinese people of Windsor by Bob Brown, manager of the Vanity Theatre. One hundred and fifty dollars was raised for war materials by Aid to China groups. The film was "Flying Tigers" and Bob was given complete co-operation by all Chinese people in the city.



## Who Threw That Curve?

All the boys of the film brigade turned out to hello Monogram's Steve Broidy and Harry Thomas at Oscar Hanson's party for them at the King Edward Hotel, Toronto. It couldn't have been the free lunch because most of the boys could afford to buy their own.

Steve Broidy was the life of his own party. He wasn't ashamed to kid his own product. He said, looking at the crowd and the sumptuous setup: "With an expenditure of this type and only Monogram product to get it back, Oscar Hanson will sure have to work hard!"

Best sally came when Simon Meretsky recalled early days. "The first deal Oscar Hanson made in the Dominion of Canada," he proclaimed, "was made with Simon Meretsky!"

"And," hooted Haskell Masters from somewhere in the distance, "he never got over it!"

## Canada Year Book Ready for Public

The Dominion Bureau of Statistics, Ottawa, has available its 1942 Canada Year Book, an indispensable volume of what the Dominion is and does. This book is more valuable than ever today, in view of the changed life of Canada in the past year.

Copies will be supplied by the King's Printer, Ottawa, at price of \$1.50 per copy, which covers bare costs, since the Bureau is anxious that as many Canadians as possible know the country's material and vital statistics. To bring it up to the moment special war articles are included.

No one interested in our life and times should be without this enlightening research record.

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## ECHOES and REFLECTIONS

### SATURDAY NIGHT

(Mary Lowrey Ross gives the short subject a going-over.)

Movie audiences apparently follow features and stars in their program selection and take the shorts and featurettes largely as they find them. This is the only way one can account for the type of short some of the studios continue to turn out with impunity, year after year; those endless musical novelties in which the novelty is achieved by having the musicians perform lying on their backs; the inept colored cartoons which imitate most of Disney's creatures without a touch of Disney creativeness; worst of all those pictures showing cabinet ministers sitting behind their desks and weighing out words, paragraphs and whole editorials, endlessly and implacably.

It is hard to believe that anyone would want to waste time on this sort of entertainment. On the other hand there isn't any evidence that we have put up much resistance to it. We just sit there, docile and indifferent, hardly distinguishing between the trailer and the cabinet minister, and wait for the feature to open.

There are plenty of good shorts available — brisk documentaries (such as Warner Brother's recent "Divide and Conquer") Benchley monologues, science shorts, which if they aren't particularly scientific are always short and usually gay and diverting. If we don't get good shorts more frequently it is obviously because we don't ask for them; since there is this to be said for the industry, it is always ready to rush supply promptly, and even overwhelmingly, to meet demand. (Look at Abbott and Costello.)

The animated cartoons especially need a sharper checking-up from the patrons. George Pal's Puppetoons, Popeye, and even Superman, rely on their own idiom. The rest with few exceptions lean almost entirely on Disney. Unfortunately they always borrow the least acceptable of the Disney features—his violence and fury and the gag-ideas which have been floating around so long that by sheer over-usage they belong in the public domain. Their wit, drawing and coloring are all on the comic strip level, and they are frequently so incoherent that they might be run backward without anyone's noticing the difference. Films of this sort are far below the mental level of the worst B feature and possibly the only reason we don't protest at them is because they are over sooner.

### CHICAGO SUN

(Interesting. Do they mean you?)

"A triple feature, three shorts, one Mickey Mouse cartoon, a newsreel, but no dishes." Canadian motion picture houses began hanging up signs along those lines last week. On September 30 the government prohibited cinema houses from giving away any free crockery or kitchen ware. Shortages, no doubt.

\* \* \*

### TORONTO GLOBE AND MAIL

(Wellington Jeffers, Financial Editor, discusses war plays and "Mrs. Miniver.")

After years of striving by Ottawa to find some way of making the Canadian war effort known to the people of the United States, and in experimenting with publicity and information and propaganda bureaus and experts, our Government authorities must feel that the mountain has labored and brought forth a mouse when they see the immediate and spontaneous success of "Mrs. Miniver." Yet they will be baffled if they seek for a clue to guide them. Few people will think, when seeing "Mrs. Miniver," that this play was designed as war propaganda, or as anything else than as a sincere tale to show how a British family, just as recognizably human and as interested in hats and motor cars and household pets as any other, behaved when confronted with the grimness of modern war. I believe, and I think that most of those who have seen the picture believe, all the more that there is a great core of truth in this tale, because it depicts without any flamboyance or exaggeration the very fine spirit in which all the people of that quiet English neighborhood turned from ordinary affairs to face danger, death and destruction.

\* \* \*

### DOUGLAS GILBERT

(In his book, "American Vaudeville"—McGraw-Hill, N.Y.)

The reasons for its demise are as interesting as they are sad. Obviously the murderer was mechanized entertainment. Yet the early managers saw no menace when motion pictures were introduced—on the contrary, welcomed the advent of the short-reel Biograph flickers as audience "chasers", never foreseeing the shadow of a photographed Jazz singer coming to croon the death of vaudeville.

## Coyle's Scrap Drive Big

Leo Coyle, manager of the Granada, St. Catharines, Ontario, put over a good scrap drive. The Standard of that town carried the following story:

When father goes to look for his rubbers and doesn't find them, he won't need to wonder where they went. He'll know they were a part of those two thousand, five hundred pounds of rubber paid by St. Catharines' children as admission to a special morning matinee at the Granada Theatre this morning.

The children answered the appeal with the biggest response yet realized. Approximately twelve hundred packed the theatre, with hundreds turned away. Those souvenirs of a happier age, rubber tires, were dragged forth by the young people, hot water bottles and rubbers, even lengths of garden hose, which will probably cause a few awkward moments when the loss is discovered, every item of rubber the children could lay their hands on, were brought to the Granada. Even the splendid basket response of two weeks ago must fade before this example of the enthusiasm and determination of young St. Catharines.

The overwhelming beginning to the Victory Bags autumn rubber drive was further increased by nineteen hundred pounds of rubber tires donated by Jack Tire Shop, Queenston Street. If such a response continues, the campaign will end the greatest ever held.

Now for the householders. Begin your search. This is war and rubber is important.

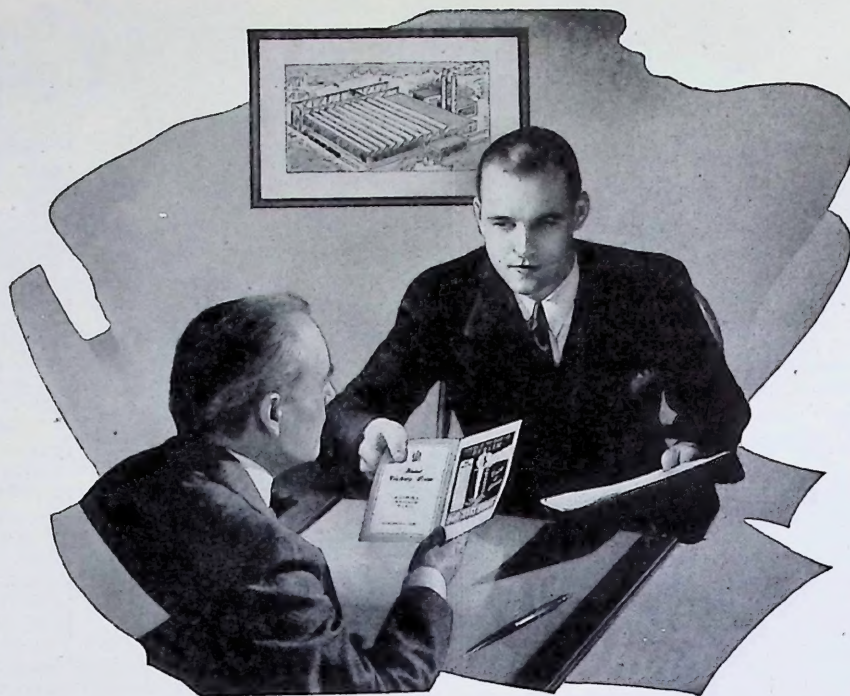
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## *Let's not Waste Words Damning Hitler and the Axis*

### **Straight Talk to Employers**

*Since this paper is read chiefly by Employers and Executives, it is expected that its readers will give their active encouragement and leadership to Organizing a Payroll Savings Plan among their employees to buy the new issue of Victory Bonds.*

Canada must get at least one and a half million employees to buy the new Victory Bonds on the Payroll Savings Plan in order to reach the total objective of \$750,000,000.

Representatives of the National War Finance Committee are now calling upon every employer to help him to organize the Plan so far as his own business is concerned. Employees themselves sell the Bonds to fellow workers.

When a representative calls upon you, give him a good reception. The job of raising more money by the sale of Victory Bonds must be done, and with your help it can and will be done.

**Nothing Matters Now But Victory**

**BUY THE NEW VICTORY BONDS**

**Canada Needs \$750,000,000**

National War Finance Committee